

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Note the Lower Prices in the New Goods as Well as in the Sales

The Water Supply in the City Reservoirs Is Not Fuller than the fullness of this edifice which is an

immense reservoir of the new Autumn and Winter goods

prepared for the largest sales. Naturally we must begin the season with a great stock of the newest and best and yet we must have the inlets full to keep up every week, day by day, the freshness which our patrons look for here.

As George Eliot says, we must keep up the solar energy.

[Signed]

John Wanamaker

September 2, 1921.

Such Pretty Cloth Dresses for Young Women Are Coming In—\$25 to \$65

The perfection of tailoring, and the finest of tricotine and Poiret twills. Such dresses as, with smart hat and boots and neck-fur, make the most approved Autumn street costume.

Navy blue tricotine with wide sleeves and duvetyn facings in terra cotta or other color at \$25.

Fine tricotine with silky black braiding at \$27.50. Extremely clever models of tricotine with bands of self-material at \$37.50.

Both tricotine and fine Poiret twills at \$45 and \$65. The lines of all are simple, the style of each unmistakable. In size, they provide for young women of 14, 16, 18 and 20 years. (Second Floor, Chestnut)

Attractive New Autumn Hats of Duvetyn and Velvet \$10 and Thereabouts

Perhaps it is the fabrics—the soft duvetyns and velvets; or perhaps the colors—the lovely browns and russets and dull reds and violets; or it may be the jaunty shapes, or the original ornaments.

For one or all these reasons, the new hats at very moderate prices are much more attractive than usual.

Many of the most winning of all are black velvet, too. The schoolgirl will find her "very own" hat among them. Her mother and sister will be equally well suited.

And the prices on tomorrow's particular collections are but \$10 and thereabouts. (Second Floor, Chestnut)

Women's Wool Jersey Dresses in a Clever New Model for \$18.75

Such a little price for such an attractive dress should commend it to many women. It is a fine-quality all-wool jersey, made in a simple one-piece fashion, with the fullness just where it needs to be in this clinging material.

It has long bishop sleeves, and jaunty Peter Pan collar and turn-back cuffs of soft leather.

It comes in tortoise or Malay brown, a dusky Egyptian red or the ever-serviceable navy blue, with the leather collar and cuffs of a durable light brown color.

For street or business wear it is a most attractive and inexpensive dress. (First Floor, Central)

This Is the Blouse Opportunity of Many Months

Better styles, better qualities, better values than we can remember for years past.

Hand-made and hand-drawn waists of white batiste with flit lace edging the long roll collars, \$2.85 and \$3.85.

Silk blouses and overblouses of Georgette, crepe de chine, tricotette and habutai, in dress and tailored models, all extraordinary values for \$2.85, \$3.85 and \$5.

Many charming novelty silk overblouses among these that will literally "make" a costume. (East and West Aisles)

Rose-Petal Underthings of Crepe and Satin

are fluttering down from the receiving rooms like a shower of real rose petals. Unusually dainty and pretty are the new chemises, of crepe de chine or satin, made of crepe de chine at the top, or finished with tailored simplicity and never a sign of lace. Priced \$3.50 and \$5. (Third Floor, Central)

Any Woman Needing a Silk Petticoat Should See These

Petticoats of messaline, taffeta and silk jersey at \$3.85 and \$6.85. They are mostly "sample" skirts, and are nothing short of wonderful for these prices. All colors. (East Aisle)

100 White Wash Skirts at \$1 Each

Every wash skirt that we have left and they are just in the nick of time for Labor Day outings. They are all-white gabardine skirts, many styles among them, and a good assortment of sizes. This is but a fraction of their former prices. (First Floor, Central)



A New Bonnet for the Little Lass

A few French models have arrived for Fall, showing dainty color combinations in silk beaver and all the new trimmings, such as flat ribbon flowers and braided bands of ribbon and silk beaver. Other caps and hats, not imported, are made of crepe de chine and silk, trimmed with tiny fur heads and tails, or quaint ribbon roses. From infants' to six year sizes. Prices are \$2 to \$14. (Third Floor, Chestnut)



Women's Suits of English Tweeds (In the London Shop)

Very few have belts—for the plain straight back will be shown for Autumn. They have simple straight skirts, and every line of the whole suit is excellent. The coats are silk lined.

The tweeds are in twill or herringbone designs, or of solid colors such as blue, violet, rose, green, gray and a new bronze-pink hue. The price is \$60. (The Gallery, Chestnut)

The First Warm Coatings Have Arrived

They are Bolivia cloth coatings, of exquisite softness, warm yet light in weight. These will be used in some of the handsomest coats and wraps for Winter wear.

In seal brown, Chinese blue, navy, mahogany, tan, taupe and black, 54 inches wide and \$8 a yard. (First Floor, Chestnut)

Paris Decides to Carry Black Beaded Bags

So, in accordance with her wishes we have a beautiful assortment of black bags, some of solid beads of jet, or in dull and bright combinations. Black and steel, velvet and steel appear in the favored draw-string models or with frames. Many of them feature fringe.

These beautiful bags are marked \$10 to \$25. (Women in mourning or semi-mourning will be especially interested in this assortment.) (Main Floor, Chestnut)

Paris Sends Girdles of Much Charm

They have just been unpacked and lie glittering in the glory of jet, crystal, steel and pearls.

Narrow girdles are made of bugles and silk, silk thread and jet with touches of metal, or steel with black silk.

Some composed entirely of jet come in flat and round styles. Those of black silk are hand-made, very simple and attractive.

Crystal beads with satin beads make lovely chain effects. Others are of wide ribbon with backs of colored wooden beads and fringed with beads. Ivory beads and jet carry out the favored black-and-white combinations.

Prices are \$4.50 to \$18. (Main Floor, Central)

The Salon de Beaute announces the arrival of Mlle. Emma's Cream, which is an unexcelled skin-food.

\$3.75 a jar. (Third Floor, Chestnut)

The Newest Bracelets Are Flexible

They are very attractive, too. Rhinestones, imitation emeralds, or rhinestones with imitation amethysts are in dainty settings of sterling silver.

The price is \$4. (Jewelry Store, Thirteenth and Chestnut)

Women's Two-Clasp Chamois-Finished Lisle Gloves, 75c

These are Wanamaker gloves, excellently made and durable—they will be just the same after washing as they are now. The color assortment is unusual—deep brown, heaver, mode, pongee, slate, black and white. (Main Floor, Central)

Paris's Idea in Ribbons

It is to combine a color with gold or silver, and one has only to see the ribbons to know that the thought is entirely successful. These ribbons will appear on many Autumn evening and dance frocks. 1 inch to 2 inches wide, 40 to 75c a yard. Plain gold and silver ribbons, 1 1/2 inches to 3/4 inches wide are 18c to \$4 a yard. (Main Floor, Central)

Beautiful New Dinner Sets at Lowest Prices in the September Sale of China

Savings are 20 to 50 per cent on French, English, American and Japanese sets, and every set is a full set of 106 or 107 pieces.

French china dinner sets from the famous Limoges potteries are shown in splendid assortment at \$75 to \$375.

English semi-porcelain and china sets, including such well-known wares as Copeland, Spode, Booth and Wedgwood & Co., are shown in a variety of beautiful patterns and colors at exceptionally attractive prices, the semi-porcelain sets starting at \$35.

American semi-porcelain dinner sets in remarkably large variety of attractive shapes and decorations are now priced at \$16.50 and upward. (Fourth Floor, Chestnut)



Young Men's New Fall Suits at the Old Low Prices

This year young men who have a fixed price for the suits they take to preparatory school and college will be able to buy the fine suits they got several years ago.

Recently it was a question of paying more or taking inferior goods.

For this Fall we have received some fine fashion all-wool suits in single and double breasted models, with plain or belted backs, that we can sell at much lower prices.

\$23.50, \$25 and \$28 are the new figures. Sizes 32 to 36; ages 16 to 20. (Third Floor, Market)

A Bit of a Clearaway in the Men's London Shop

The London Shop has a limited lot of men's two-piece flannel suits and aeroplans linen knickerbockers that it will dispose of at once.

The suits are of Cambridge gray flannel, most of them double breasted, but a few single breasted. There is a good range of sizes, and prices are \$14 and \$14.50.

The knickerbockers are natural color linen in a light weight and are \$5. (The Gallery, Chestnut)

Three Good Specials in Men's Half Hose

25c a pair for mercerized cotton half hose in black, white, cordovan, navy and light and dark gray.

75c a pair for full-fashioned silk half hose in black and colors with cotton tops and soles; "seconds."

\$1.25 a pair for full-fashioned heavy-weight silk half hose in black only; "seconds." (Main Floor, Market)

Men's Nainsook Athletic Union Suits for 75c

First-grade goods, well made and roomy, and at this low price they are just about half of regular.

Well worth buying in quantity for next Summer or early Fall. (Main Floor, Market)

Handsome New Handbags for Fall

These are the most charming handbags which have been produced for Autumn. They are made of French brocade silk duvetyn, mostly in pouch shapes, and are lined beautifully with satin. Many have inner frames. The outer frames are of engraved gold or silver.

Autumn has chosen for this exquisite lot of bags her richest colors—brown, taupe, henna, gray, navy, blue, pearl and black.

The prices are \$6.75 to \$18. (Main Floor, Chestnut)

Women Going in Bathing on Labor Day

They will want good-looking bathing suits, of course. There are three particular styles of black poplin suits which are very great favorites, and they are all quite moderate as to price.

One is a pretty and very effective square-neck model with trimmings of white, Copenhagen or jade green. The sash is the same color. This is \$9.50.

Another, of all-black poplin, has the straight-line silhouette and a panel of fine tucking down the front, \$10.

The third is all-black with a square neck and lacing in front. It is \$12.50. All these suits fasten on the shoulder. (First Floor, Central)

The Genuine Blu-Mottle Laundry Soap

is only 5c a cake, \$5 a case of 100 cakes.

It is the true, blue-and-white laundry soap already so greatly in favor and already imitated.

5c a cake during September only.

Beware of destructive imitations. (Fourth Floor, Market)

"Double Event" Minoru Is a Game for Grown-Ups

It has just come from England and will be a very popular after-dinner game. Try it and see! \$4.50 and \$8.50.

Other favored games of the season are

"Manifesto," at \$3.50 and \$8.50. "Ascot," at \$5.50 and \$12. Genuine Staunton Chess are \$16.50, \$22.50, \$27.50 and \$35. (Fourth Floor, Market)

What of the Ash Barrel and the Garbage Can and the Coal Bucket?

These are things that occasionally want to be relieved of their duty and replaced.

What is there more annoying than an ash barrel that wastes its substance on the sidewalk, or more disgraceful than a garbage can that leaks away its life blood in the back yard to the everlasting joy of the stray dog and to the scandal of the neighborhood.

Lowly and humble as they are, these necessary utensils of housekeeping have a deal to do with the good standing of the family in the community.

Look into the stocks of the

Wanamaker September Sale of Housewares

for ash barrels, garbage cans, coal buckets and galvanized wares of all kinds that

Will Stand the Racket

We provide in this sale only goods of the first and highest quality—worth the money—and sure of service.

Whatever housekeeping utensils are needed for this Winter campaign, now is the time to get them.

(Fourth Floor, Market and Central)

New Books for Boys and Girls

"When Polly Was Eighteen," by Emma C. Dowd. Price, \$1.90. No little girl will want to miss this new story about "Polly of the Hospital Staff."

"Panther Eye," by Roy L. Snell. Price, \$1. A mystery story of the frozen north.

"The Skipper of the Cynthia B.," Price, \$1.50. A book of Cape Cod atmosphere with a jolly "Uncle Seth," a retired sea captain, who will delight any real boy.

"The Thankful Spicers," by Agnes Mary Brownell. Price, \$1.50. A lifelike picture of an amusing family in their troubles and joys.

"The Book of Birds," by F. Schuyler Mathews. Price, \$3. A well written, entertaining book. Many of the illustrations are in color.

"The Strange Adventures of a Pebble," by Hallam Hawksworth. Price, \$1.60. A book of delightful information, which all nature lovers will appreciate.

"The War—Trail Fort," by James Willard Schultz. Price, \$1.75. The further adventures of Tom Fox and Pitamakan, general favorites.

"Cedric the Forester," by Bernard Marshall. Price, \$2.50. A story of Merrie England in the Thirteenth Century, with interesting illustrations by Scott Williams. (Main Floor, Thirteenth)

"O-o-o! Goodies!"

This is a long-drawn exclamation of admiration which any candy-loving personage, big or little, would use upon seeing this week-end's

Candy Special

It is a one-pound box of assorted nut fudge and seafoam kisses—also with nuts. The price is 60c. (Down Stairs Store, Chestnut)

Preserving Jars Reduced

Mason's metal screw tops
1/2 pint, 50c a dozen
1 pint, 75c a dozen
1 quart, 85c a dozen
1/2 gal., \$1.10 a dozen
Mason's metal wide mouth tops
1 pint, 90c a dozen
1 quart, \$1 a dozen
1/2 gal., \$1.25 a dozen
Banner W. M. glass tops
1/2 pint, 90c a dozen
1 pint, \$1 a dozen
1 quart, \$1.10 a dozen
1/2 gal., \$1.25 a dozen

Women's Knitted Capes Are Down to \$7.50 and \$10

With still plenty of opportunities ahead to wear them. Those at \$7.50 are all "beach capes," to wear over the bathing suit, going to and from the water.

Those at \$10 are the finer knitted capes for street and evening wear. They have fringed scarf collars. (First Floor, Central)

Just Unpacked—Several Cases of Fine Irish Linen Handkerchiefs

These are an exceptionally fine quality balloon cloth all-linen handkerchief, the wearing properties of which are almost unequalled. We consider the prices very little, indeed, for such handkerchiefs as these. Those for women are \$3.75 a dozen, and the ones for men are \$6 a dozen. (West Aisle)

Outfitting the Boy Going Away to School

Of the boy going to school around the corner, for that matter.

The Men's Wear Store has a special section devoted to boys' furnishings which are chosen with as much care as the men's goods.

Four-in-hand neckties, 50c and \$1.

Windsor ties, 50c.

Shirts, \$1.50 to \$5.

Fajamas, \$1.65 to \$3.

Suspenders, 50c and 75c.

Blanket bath robes, \$4.50 and \$6.50.

Black rubber coats, \$6.

Sweaters, \$7.50 to \$12. (Main Floor, Market)

Boys' Stout Shoes for School

All our boys' school shoes are built for wear, but their sturdiness does not detract from their good appearance.

Find them in black and tan calfskin and heavy grain leather, in blucher or straight lace styles with straight or wing tips and perforations.

In any toe shape you or the boy may desire.

Prices \$5.75 to \$9.50 a pair. (Main Floor, Market)

Children's Sturdy Shoes for Hard School Wear

The question every mother asks is: "Will they stand hard wear?" These shoes are the best answer we could make her.

Splendidly made, of strong, high-grade leather, with stout soles that will stand more of the average small-boy or small-girl usage than any other shoe we know.

Tan calfskin high-laced blucher shoes for boys or girls who wear 8 1/2 to 2 sizes, \$4.75 and \$5.75.

Black or tan calfskin high-laced shoes in 8 1/2 to 2 sizes, \$5.50 and \$6.50.

Growing girls' black or tan calf high-laced shoes in sizes 2 1/2 to 7 1/2, with low heels, \$8.50.

And a stout blucher shoe of dark grained calfskin, especially designed for the husky small boy who wears 11 to 2 sizes—and wears them hard—at \$5. (Main Floor, Market)

